



LEARN.

LEAD.

GROW.

**2014
ANNUAL
REPORT.**

**GREATER ST. LOUIS AREA COUNCIL.
BOY SCOUTS OF AMERICA.**

PARTICIPATE.



To our Scouting family and community,

Scouting's programs and outdoor adventures give young people the opportunity and freedom to explore a world beyond the boundaries of everyday life. It presents them with chances to try new things, provide service to others, build self-confidence and develop leadership skills. These experiences not only help Scouts while they are young, but also benefit them throughout their adult lives, as they grow into exceptional men and women who respect their family, community, religion, country, and themselves.

With parents' and kids' schedules growing busier every day, parents have less time to positively shape the lives of their children. Scouting is a place where kids can learn, lead, grow, and participate in a world of exciting activities. Scouting gives parents and youth the unique chance to make the most of the time they have together. And with new innovative STEM programs, new programs at our camps, and more than 130 career fields to explore, Scouting is more relevant now than ever before.

In this report, you will read about our council's many achievements in 2014. These successes could not be realized without the thousands of volunteers who give up countless hours to Scouting. We are tremendously thankful to the more than 12,000 adult volunteers who deliver our programs each year. They inspire and motivate us all.

Yours in Scouting,

Joseph F. Imbs III
Council President



Louis B. Eckelkamp III
Council Commissioner



Ronald S. Green
Scout Executive & CEO



The Scout Law

A Scout is Trustworthy | Loyal | Helpful | Friendly | Courteous
| Kind | Obedient | Cheerful | Thrifty | Brave | Clean | Reverent

MISSION

of the Greater St. Louis Area Council.

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The Scout Oath

On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.





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*“Scouts
helped me
build my
confidence.”*

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Like most boys, Koreyon Harris first joined Scouting because he thought it would be fun. Now, five years later he is still enjoying his time in Scouts but some of his favorite activities don't have anything to do with outdoor skills or camping.

"I enjoyed the different activities in the STEM classes we get to attend," said Koreyon. "Robotic competitions and building the bridge for the engineering class I took."

Not many 11-year-olds have the opportunity to attend an engineering class, but it's exactly the kind of innovative learning the Boy Scouts of America have been implementing since rolling out its STEM initiative just over two years ago. During that time, the Greater St. Louis Area Council has led the country in STEM awards and is a national leader in science, technology, engineering and math programming.

In 2014 alone, there were more than 25 STEM events held in the Greater St. Louis Area Council. Through these programs, 1,856 Scouts earned the NOVA award and 67 Supernova medals were earned. These accomplishments were celebrated in a special event called the Einstein Recognition Dinner. It was the first event of its kind in the BSA and recognized the great success of Scout STEM programs in the St. Louis region.

Koreyon recently attended the second annual STEM University at the University of Missouri-St. Louis in December 2014. It's where he took part in the engineering class as well as Designed To Crunch, a Boy Scout STEM award module that helps youth explore how math affects their life each day.

To date, Koreyon has earned several STEM awards including the Music belt loop and Tech Talk Nova as a Cub Scout and the Engineering merit badge as a Boy Scout.

While Koreyon's mother, Kenetha Harris, likes that her son is enjoying Scouting, she also sees the bigger picture and realizes the importance of STEM programming.

"It is important to me because it gives our children a leg-up in this day and age of technology. It helps prepare the boys for career opportunities that will come their way."

For Koreyon, he hopes to one day work in the field of engineering. "I learned about engineering in a class I took in school, but Scouts helped me build my confidence about being able to do engineering."

Koreyon Harris

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Corey Beveridge has dreams of becoming a film director one day, something he set his sights on from early an age. The high school senior has been making home videos since the first grade. It is this passion that inspired his Eagle Scout project.

“When I was trying to think of what to do as an Eagle project, my mom told me to pick something that’s close to my heart and something that I enjoy doing,” said Corey. “Ever since I was in elementary school, I’ve loved making videos, so that was the first thing that came to my head. And then when I was trying to think of what I wanted to make the video for, I know a lot of people who struggle with depression and know



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people who have attempted suicide. So I wanted to try and make a video that would help keep that from happening and put some more hope in the world.”

Thanks to his mother’s advice, Corey created “Speak Up,” a public service announcement to educate people on how they can assist victims of bullying.

The short video portrays a bullied teen who loses all hope and decides to end his life. Then, the story rewinds and shows another scenario of a single person who speaks up and defends the victim. The bullied teen goes home again, but this time decides not to end his own life. The film aims to demonstrate what we all can do to help victims of bullying.

Corey’s high school even showed the film to its student body to raise awareness about the dangers of bullying.

The experience gave Corey, a Boy Scout with Troop 601 sponsored by the Rotary Club of Chesterfield, the opportunity to put his leadership training to work.

“I had to find all the people that I wanted to be part of my video that I knew could do certain jobs effectively like acting or filming, editing, doing the lights,” reflected Corey. “I had to come up with the idea and then recruit a few people to figure out an effective way to implement it using my thoughts and ideas. When we were shooting I took the role of director, which essentially leads the actors and tells them what to do.”

Effective leadership requires much more than the ability to assign tasks to others. Corey’s courage and ambition to address a dangerous problem he witnessed in his own life is a true reflection of his ability to set the right example and inspire those around him to do the same.

In this case, Corey demonstrated what we all can do to help victims of bullying.



Corey Beveridge

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Service to others is one of the tenets of Scouting. By helping others, Scouts learn that they can be responsible for making great things happen, gain self-confidence and a can-do attitude, and learn that they can actually make a difference with what they do. In other words, Scouting helps young people grow.



At age 16, Venturer Emma O'Donnell has only been involved with the Boy Scouts of America for two years, but she is already realizing its impact and the ways it is helping her grow into adulthood.

"[Venturing] has helped me grow as a person because I've become more aware of the different situations around St. Louis," said Emma. "I volunteered at a women's shelter to help women who have escaped domestic violence. I didn't ever realize there was a need for that, or that there were shelters for [domestic violence] around St. Louis. It has made me more aware of the community I live in and helped me to empathize with the people living in it."

Emma and her unit, Crew 2648 chartered to the Oakville Middle School PTO, place a large emphasis on service and giving back to the community. In addition to council events such as Scouting For Food and Memorial Day Good Turn, Crew 2648 has cleaned pollution from rivers, held trash pick-up days at local parks, assisted in quite a few Eagle Scout projects, and helped clean and repair Swift Base to get the camp ready for summer.

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"I really like helping people," Emma said of her service to others. "I think it is important for people who are willing to give back, to give back to their community because without this wonderful community and all of its support, I don't think I would have been able to have a Venturing program. We want people to see that Venturers are good people and we want to set a good example."

Emma also credits Scouting's Venturing program with helping her to overcome shyness and flex her leadership skills. During the 2014-15 Venturing Officers Association election, she was chosen Central Region Area 3 vice president of administration.

"I think Scouting has definitely opened me up," said Emma. "It also developed me as a leader too. I've never really had any opportunities to grow as a leader or become a leader and Venturing has given me those opportunities."

For Emma, joining the Venturing program was a true test of patience.

"My dad and brother have always been in Scouting for as long as I can remember," she said. "I remember a time my dad came home and I think I was in second or third grade, and he told me there was this program that I could be involved in as a girl. He told me about Venturing but I had to wait several years. I started creating my crew in seventh grade, before I could even join Venturing."



Emma O'Donnell

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Ask any kid why he enjoys Scouting and you'll almost always hear, "because it's fun!"

Scouting allows young boys and girls to step outside their normal daily life and experience new adventures they can't get anywhere else. In short, Scouts participate in lots of cool activities!

Last fall, a group of Scouts from southern Illinois attended a two-day workshop for the Mining in Society merit badge and truly experienced a one-of-a-kind adventure miles underground.

On day one of the workshop, Scouts spent the morning studying important minerals and how they are used. After lunch, the Scouts were outfitted with hard hats, cap lamps, and gloves before entering Rend Lake College's simulated mine tunnels.



This two-day workshop was sponsored by the Illinois Mining Institute and hosted by Rend Lake College's Coal Mining Technology Department and Knight Hawk Coal Company.

photos & content for this article provided by Dr. Joseph Hirschi

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Here they constructed a crib, a wooden structure used to support the mine roof; and a stopping, a concrete block wall used to control mine ventilation air. The boys also received training on how to wear a self-contained breathing apparatus used by mine rescue teams in an emergency. They each wore one while traversing an escape route through the simulated mine.

One week later the boys arrived at Knight Hawk Coal Company's Prairie Eagle mine complex for day two. This portion of the workshop included a tour of underground, surface, reclamation, and preparation plant operations at the complex. The Scouts were trained on mine hazards and personal protective equipment. Most importantly, they were shown the personnel tracking system that would monitor their whereabouts while they were underground — their next stop.

The group traveled three miles into the Prairie Eagle underground mine where they saw all of the highly mechanized equipment used to produce coal.

The tour continued with a visit to the highwall miner and the Black Hawk surface mine. Reclamation operations in practice all around the mine property were pointed out throughout the tour. The mine tour ended with a visit to the preparation plant where rock is "washed" out of the coal before shipment to the marketplace.

Mining in Society

Deliver Quality Programs

- Piloted a reinvented Day Camp model in metro St. Louis
- Assisted in opening of the new BSA Outfitters in Des Peres to better serve members
- Employed an online camp and program registration system



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Enhance Leadership Effectiveness

- Designed and recruited a youth leadership advisory group to guide program and facility decisions

Strengthen Funding Support

- Ranked No. 1 among 270 councils nationwide in Friends of Scouting and direct support growth

Grow Broad Membership

- Increased member retention by 3.65% to 73.14%
- Restructured recruitment campaigns and recruited more Cub Scouts than in 2013
- Grew the council's Exploring program by 36.82%

ACCOMPLISHMENTS IN 2014

Build Scouting's Brand

- Launched a full-scale media campaign to increase awareness of the Scouting brand
- Redesigned the council website to better tell the Scouting story and reflect new branding

Promote Camp Uniqueness

- Broke ground on a 16,000-square-foot dining hall at S bar F Scout Ranch
- Built a new Trading Post at Camp Lewallen
- Increased Boy Scout Summer Camp attendance by 4%





Membership = 47,502

Cub Scouts = 18,193

Boy Scouts = 9,306

Venturers = 3,026

Explorers = 1,964

Learning For Life = 15,013

Adult Volunteers = 12,476

Units

Packs = 454

Troops = 394

Crews = 191

Posts = 91

Learning For Life Units = 54

Advancement

Merit Badges Earned = 24,282

Rank Advancements = 17,586

New Eagle Scouts = 636

Community Service

Scouts in the Greater St. Louis Area Council performed 93,908 hours of service to their communities.

Scouting For Food

In 2014, Scouts from the Greater St. Louis Area Council collected 1,811,354 items of food. These items provided more than 520,000 meals for the needy.

BY THE NUMBERS

Summer Camp Attendance

Cub Scouts = 4,854

Boy Scouts = 6,884

Venturers = 295

Camperships Awarded = \$76,716

Camp Staff College Scholarships Awarded = \$56,725

Journey To Excellence

Gold Districts = 3

Silver Districts = 9

Bronze Districts = 4

Greater St. Louis Area Council = GOLD



FINANCIAL STATEMENTS

(unaudited)

STATEMENT OF OPERATIONS — OPERATING FUND

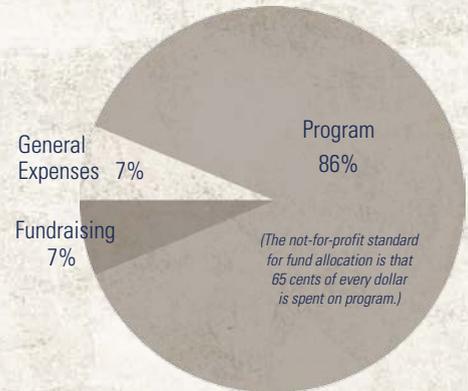
	2014	2013
Public Support		
Friends of Scouting	\$1,945,393	\$1,786,774
United Way	1,693,054	1,692,518
Special Events	409,799	435,595
Revenue		
Camping Revenues	1,855,426	1,736,716
Activity Revenues	775,277	1,303,908
Popcorn	873,118	809,165
Supplies-Net	11,440	25,121
Investment Income	1,512,584	1,487,863
Other Revenues	<u>406,186</u>	<u>462,547</u>
Total Public Support & Revenue	\$9,482,277	\$9,740,207
Expenses		
Program services	\$7,969,270	\$8,003,165
Management and general	643,308	646,040
Fundraising	<u>639,059</u>	<u>641,784</u>
	\$9,251,637	\$9,290,989
Increase in Unrestricted Net Assets	<u>\$230,640</u>	<u>\$449,218</u>
Increase (Decrease) in Restricted Net Assets	\$2,161,288	\$3,811,276
Sources of Income		
Friends of Scouting	20.5%	18.3%
Program Fees	27.7%	31.2%
United Way	17.9%	17.4%
Investments	16.0%	15.3%
Other	<u>17.9%</u>	<u>17.8%</u>
	100.0%	100.0%

STATEMENT OF FINANCIAL POSITION

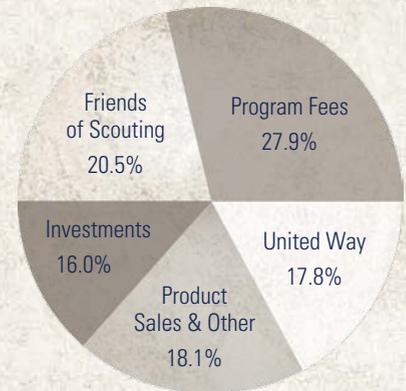
Operating Fund:		
Assets	\$5,813,178	\$5,539,926
Liabilities	<u>1,597,584</u>	<u>1,387,220</u>
Net Assets	<u>\$4,215,594</u>	<u>\$4,152,706</u>
Capital Fund:		
Assets	\$18,659,973	\$18,144,891
Liabilities	<u>3,434,782</u>	<u>3,451,030</u>
Net Assets	<u>\$15,225,191</u>	<u>\$14,693,861</u>
Endowment Fund:		
Assets	\$41,971,939	\$39,075,969
Liabilities	<u>—</u>	<u>—</u>
Net Assets	<u>\$41,971,939</u>	<u>\$39,075,969</u>
Total Net Assets:	<u>\$61,412,724</u>	<u>\$57,922,536</u>



Allocation of Funds



Sources of Income





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Council Commissioner
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Shawnee | James L. Welker
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Thunderbird | Timothy J. Healey
Exploring/Learning for Life | Thomas F. George

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stlbsa.org



BOY SCOUTS
OF AMERICA®

GREATER ST. LOUIS AREA
COUNCIL

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