



**CROSSROADS**  
OF AMERICA COUNCIL  
BOY SCOUTS OF AMERICA

# 2018

## ANNUAL REPORT





Friends of Scouting,

We have so much to be thankful for in the Crossroads of America Council. This Annual Report highlights a long list of successes for 2018, all made possible by our generous donors, dedicated volunteers, and staff.

In the celebration of a successful year, we shift to the work at hand in 2019. As we welcome girls into our new Scouts BSA units, we will continue to provide the best possible experience to ALL of our Scouting family.

Thank you for your role in advancing Boy Scouts of America in Central Indiana. We know our achievements would not be possible without you.



**Steve Bestard**  
Council President



**Ron Penczek**  
Council Commissioner



**Joseph E. Wilttrout**  
Scout Executive/CEO

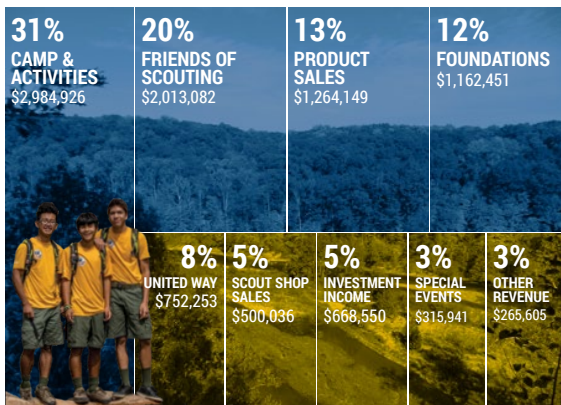
**Together... We Are**  
**STRONGER WITH SCOUTING**



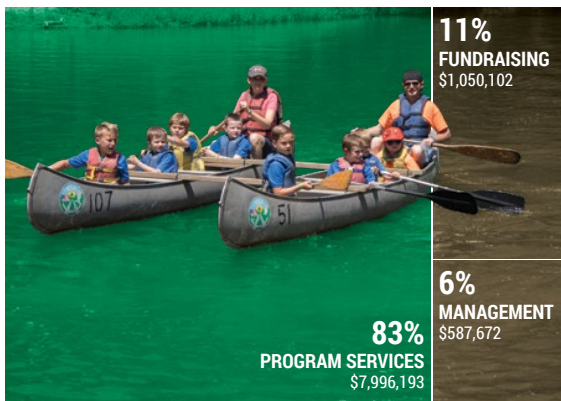
# FINANCIALS

\*2018 Unaudited Financials

## How We Are Funded



## How We Invest in Youth



Data from December 2017



A United Way Agency



## 2018 COUNCIL HIGHLIGHTS

### MEMBERSHIP

- ◆ Achieved overall Membership and Exploring growth (only 94 of 265 Councils achieved).
- ◆ Led the Central Region in total membership growth.
- ◆ Exceeded Thomas Challenge (Latino Scouting) expectations with 1036 Traditional members resulting in a \$75,000 challenge gift.
- ◆ Achieved membership growth:
  - ◆ Cub Scouts grew 216 or 1.2%
  - ◆ Exploring grew 295 or 30.76%
  - ◆ STEM grew 199 or 39.64%
  - ◆ Reaching for Tomorrow grew 42 or .04%
  - ◆ Total Membership grew 434 or 1.23%
- ◆ Forged a new partnership with Tindley Collegiate Academy serving 135 Scouts BSA youth.
- ◆ Council Board fully endorsed the Full Family of Scouting by hiring Full Family dedicated staff to significantly impact families.





## 2018 COUNCIL HIGHLIGHTS

### DEVELOPMENT

- ◆ 23rd Annual Governor's Luncheon for Scouting generated \$1,024,854 in pledges for 2019 Friends of Scouting, an increase of \$20,250.
- ◆ Secured Governor's Luncheon for Scouting \$50,000 presenting sponsorships for both the 2018 and 2019 events.
- ◆ An expanded partnership with Trail's End added three part-time unit liaisons and a full-time executive to the Popcorn Team resulting in Popcorn sales up 10% to \$3,315,392, an increase of \$289,392.
- ◆ Sporting Clays net revenue increased 300% to \$32,239 by adding event sponsors and increasing shooting teams.
- ◆ Madison County Distinguished Citizen Dinner doubled over 2017 total with \$57,460 raised.
- ◆ 100% Executive Board contributed in Friends of Scouting campaign.
- ◆ 100% of Council staff participation in Friends of Scouting and United Way campaigns.

### ENDOWMENT FUND

- ◆ Raised \$10,000 in new James E. West contributions.
- ◆ Raised \$1,000,000 in new Second Century Society Gifts.

### GROWING FUTURE LEADERS

- ◆ Secured \$1,013,100 in pledges for 2019 GFL Campaign.
- ◆ Growing Future Leaders Committee has secured \$4,325,679 in cash and pledges, with \$1,297,691 of this total designated for Endowment, to support the renovation and enhancement of select camp projects.



## PROGRAMS

### CAMPING

- ◆ Camp Belzer celebrated its 100th Anniversary on June 30th with over 300 attending.
- ◆ Ransburg hosted 3,517 youth and 1,089 adults from 200 troops from across the Midwest.
- ◆ Camp Krietenstein had its fourth year in a row with more than 600 youth attending over six weeks.
- ◆ For the second straight year, Ransburg Scout Reservation hosted an Ambassador program for youth from China.
- ◆ 5,278 Cub Scouts attended Day Camp and Fun Days across Central Indiana.

### ACTIVITIES & CIVIC SERVICE

- ◆ Scouts performed a total of 226,096 hours of community service, or about 9 hours of service per member in the program.
- ◆ Good Turn for Nature, our fall service project, featured conservation events at parks and nature preserves across Central Indiana with 36 different Scouting units participating.
- ◆ In partnership with Kroger, 1,207 Scouts collected 38,071 food items for our spring service project Scouting For Food completing nearly 4,000 hours of community service.

### TRAINING

- ◆ Instituted a requirement of 100% direct contact leader training policy for the Cub Scout program.
- ◆ Achieved 72.08% of direct contact leaders fully trained, 14% increase over 2017.
- ◆ Hosted an inaugural “Wood Badge at the Summit” with 35 participants from throughout the country, including 7 corporate participants. Event was featured nationally in Bryan on Scouting.



## ADMINISTRATIVE

- ◆ The Council initiated work on an updated Strategic Plan which will be adopted and implemented in the first quarter of 2019.
- ◆ The Council received an unqualified (“clean”) audit opinion.
- ◆ Achieved a net surplus in the operating budget with a surplus of \$55,720 which increased the total unrestricted assets of the Council.
- ◆ Program – The Council contracted with The Kubala Washatko Architectural Group (TKWA) to develop master camp plans for the Council’s seven camp properties.
- ◆ Received \$2,000 Influencer Campaign Award from the BSA National Marketing Department.





**You may think...**

**“It’s just what Scouts do!”**

**But what Scouts do is worth sharing!!**

Post a Good Turn story on your page using

**@BSACrossroads** or **#CACimpact**

OR online at **[www.crossroadsbsa.org](http://www.crossroadsbsa.org)**.



**Crossroads of America Council  
Boy Scouts of America**

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